

ORDER

KSNV

Orders
Order / Rev: 108516
Alt Order #:
Product Desc:
Estimate: 113
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/02/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Mentzer Media Services, Inc.
Buying Contact:
Billing Contact:
 600 Fairmont Ave.
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: American Future Fund *Revised*
Demographic: A25-54
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/29/12 | 11/05/12 | 26 | \$89,100.00 | \$75,735.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| November 2012 | 26 | \$89,100.00 | \$75,735.00 | 0.00 |
| Totals | 26 | \$89,100.00 | \$75,735.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|--------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| N 1 | KSNV | 11/03/12 | 11/03/12 | RALSTON in PRIME | CM | 8-11pm | -----S- | :30 | 2 | \$9,600.00 | 1 | 0.00 | NM | 2 | \$19,200.00 |
| | | | | RALSTON in PRIME | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 2 | | | | \$9,600.00 | | 0.00 | | | |
| N 2 | KSNV | 11/04/12 | 11/04/12 | News 3 Live in Prime | CM | 7-10pm | -----S | :30 | 2 | \$7,200.00 | 1 | 0.00 | NM | 2 | \$14,400.00 |
| | | | | News 3 in Prime | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | 2 | | | | \$7,200.00 | | 0.00 | | | |
| N 3 | KSNV | 11/04/12 | 11/04/12 | LAW & ORDER (synd) R | CM | M-SA 8-11p / SUN | -----S | :30 | 1 | \$5,000.00 | 1 | 0.00 | NM | 1 | \$5,000.00 |
| | | | | Law & Order (synd) PRIME | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$5,000.00 | | 0.00 | | | |
| N 4 | KSNV | 11/03/12 | 11/03/12 | Notre Dame | CM | 1130a-8pm | -----S- | :30 | 1 | \$5,000.00 | 1 | 0.00 | NM | 1 | \$5,000.00 |
| | | | | Notre Dame Football | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$5,000.00 | | 0.00 | | | |
| N 5 | KSNV | 11/04/12 | 11/04/12 | MLS Soccer | CM | 9am-5pm | -----S | :30 | 1 | \$2,000.00 | 1 | 0.00 | NM | 1 | \$2,000.00 |
| | | | | Major League Soccer | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| N 6 | KSNV | 11/03/12 | 11/03/12 | To the Point - ON | CM | 430-5am | -----S- | :30 | 1 | \$1,500.00 | 1 | 0.00 | NM | 1 | \$1,500.00 |
| | | | | To the Point - ON | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$1,500.00 | | 0.00 | | | |

Order / Rev: 108516
 Alt Order #:
 Flight Dates: 11/02/12 - 11/06/12

Advertiser: American Future Fund
 Product Desc:
 Estimate: 113

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|-------------|-------------------|-------------------|--|-------|-----------------------------------|-----------------|---------------|-------------|-------------|-----|---------------|-------------|-------|-------------|
| N 7 | KSNV | 11/03/12 | 11/03/12 | Nevada Newsmakers - CM Nevada Newsmakers - Ch.3 | CM | 5:00- 6:00am (5:00 AM-5:30 AM) | -----S- | :30 | 1 | \$6,000.00 | 1 | 0.00 | NM | 1 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 1 | | | \$6,000.00 | | | 0.00 | | | |
| N 8 | KSNV | 11/03/12 | 11/03/12 | Nevada Newsmakers - CM Nevada Newsmakers - Ch.3 | CM | 5:00- 6:00am (5:30 AM-6:00 AM) | -----S- | :30 | 1 | \$6,000.00 | 1 | 0.00 | NM | 1 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 1 | | | \$6,000.00 | | | 0.00 | | | |
| N 9 | KSNV | 11/04/12 | 11/04/12 | Nevada Newsmakers - CM Nevada Newsmakers - Ch.3 | CM | 5:00- 6:00am (5:00 AM-5:30 AM) | -----S | :30 | 1 | \$6,000.00 | 1 | 0.00 | NM | 1 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | 1 | | | \$6,000.00 | | | 0.00 | | | |
| N 10 | KSNV | 11/04/12 | 11/04/12 | Nevada Newsmakers - CM Nevada Newsmakers - Ch.3 | CM | 5:00- 6:00am (5:30 AM-6:00 AM) | -----S | :30 | 1 | \$6,000.00 | 1 | 0.00 | NM | 1 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | 1 | | | \$6,000.00 | | | 0.00 | | | |
| N 11 | KSNV | 11/02/12 | 11/05/12 | Today-AN Today-AN | CM | 205a-304a | M---F-- | :30 | 4 | \$1,000.00 | 1 | 0.00 | NM | 4 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 11/02/12 | 11/08/12 | M---F-- | | 4 | | | \$1,000.00 | | | 0.00 | | | |
| N 12 | KSNV | 11/02/12 | 11/05/12 | Mad Money AN Mad Money AN | CM | 3:00-4:00am | M---F-- | :30 | 4 | \$750.00 | 1 | 0.00 | NM | 4 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 11/02/12 | 11/08/12 | M---F-- | | 4 | | | \$750.00 | | | 0.00 | | | |
| N 13 | KSNV | 11/03/12 | 11/03/12 | 1st Look 1st Look | CM | F 4-430am SA 1-2 | -----S- | :30 | 2 | \$500.00 | 1 | 0.00 | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 11/02/12 | 11/08/12 | -----S- | | 2 | | | \$500.00 | | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 2 | KSNV | 11/02/12-11/08/12 | 1st Look | | F 4-430am SA 1- | -----Sa-- | :30 | | (\$500.00) | | 0.00 | NM | | |
| | | | | See MG 13.3 | | | | | | | | | | | |
| | | | | [NA ONLY ONE BREAK IN PGM] | | | | | | | | | | | |
| | 3 | KSNV | 11/03/12-11/03/12 | Open House NYC | | 130-330am | -----Sa-- | :30 | | \$500.00 | | 0.00 | NM | | |
| | | | | Ⓜ MG for 13.2 11/03 | | | | | | | | | | | |
| | | | | [MG FOR NA SPOT] | | | | | | | | | | | |
| N 14 | KSNV | 11/03/12 | 11/03/12 | Open House NYC Open House NYC | CM | 130-330am | -----S- | :30 | 2 | \$500.00 | 1 | 0.00 | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 11/02/12 | 11/08/12 | -----S- | | 2 | | | \$500.00 | | | 0.00 | | | |
| N 15 | KSNV | 11/03/12 | 11/03/12 | Horse Racing Horse Racing | CM | 12-6pm | -----S- | :30 | 2 | \$4,500.00 | 1 | 0.00 | NM | 2 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 11/02/12 | 11/08/12 | -----S- | | 2 | | | \$4,500.00 | | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 26 | \$89,100.00 |